

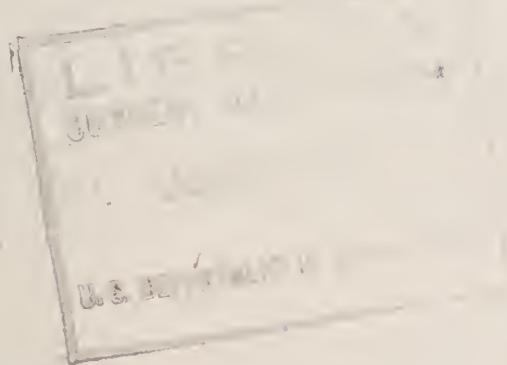
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May 1944

Marketing activities



WAR FOOD ADMINISTRATION Office of Distribution

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FOOD IN OUR WAREHOUSES

"Cold storage is a hot situation today," says Mr. Austin, who ought to know because as administrator of WFA's two cold-storage orders he sits right in the middle of it. "But not," he adds, "too hot to handle."

A HAPPIER BIRTHDAY

By Milt Mangum Page 10

The sun isn't visible yet, nor maybe even the streaks of dawn . . . but the sky is lighter than on that shrouded May night 3 years ago when the *Egyptian Prince* touched Tilbury docks.

FORTIFIED FOODS

When it comes to vitamins, there are foods . . . and foods. With a big stake in civilian health, Uncle Sam is lending a hand to see that you get enough of what it takes in vitamins--natural and synthetic--to get along.

VERSATILE CORN

When the author brought this story in, we didn't believe it. So he proved it, and accused us of being asleep on the job. We maintained that at most we were only resting our eyes. For after all, would we know about corn and the boxboard, let alone the molds and the glass cloth?

ACTION IN FRUITS AND VEGETABLES

To bring us up to date on fruit and vegetable marketing, we called on the Fruit and Vegetable Branch of WFA's Office of Distribution. Mr. Meyer, associate chief of that busy place, came through with this roundup.

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FOOD IN OUR WAREHOUSES

... By C. P. Austin

My friend had a knot on his head.

Back in March when it happened, he told me this experience of his which reminded me of some of the problems in the storage field during the last 2 years, and of what the storage industry and the War Food Administration have done about them.

My friend's story, it happened, had nothing to do with storage unless you consider the act of putting your head into your hat as storage. He'd fallen on some sleety steps one night, and as he dressed for work next morning (his work kept him out in the open all day) he discovered that the knot in the rather bushy hair over his left ear was so big that he couldn't get his hat on.

He tried stretching his hat with his hands. It gave, but not enough.

Judging from the howling wind outside, he knew the weather was no better. True, bad weather wouldn't last, but for that matter neither would the winter last, nor the size of that bump. The point was that he had to have a hat that day, had to buy a new one that would be so large--to accommodate the bump--that he would never get any further use of it. And my friend was a close man with a dollar.

He had an idea. He ripped the sweatband from the hat, tried it on again. He winced; the knot seemed to be getting bigger all the time.

He put on his overcoat, set the hat high on his head. As he stepped out on the street, he grabbed his hat, holding on with both hands while the icy wind tried to twist it out of his grasp. Instead of heading straight toward his work, he walked toward a dry-goods store to buy himself a new hat.

Just before he reached the store he sneezed three or four times in quick succession. That was when he saw the barber pole.



It was one of the turning kind, with a mirror on top. He blinked into the mirror at his shaggy-headed reflection.

A few minutes later he climbed from a barber chair with a lot of his hair trimmed away. Gingerly, he put on his hat, pulled it down--all the way to his ears! It was still a tight fit, but it would do. Grinning, he stepped into the street and headed for his work.

If my friend had not figured out some way to get his head covered, I wonder where he would be today. . . .

Most foods are produced seasonally but consumed the year around. One of the War Food Administration's jobs is to see that enough important food gets stored during production peaks to give our armed forces and civilians a fairly even supply. With warehousing industry help, WFA in the last 2 years has steadily fought a running battle against space shortages.

It would be fine in wartime if WFA could estimate storage needs a year or two ahead, and have the facilities ready precisely when the need for them arrived. And estimates are indeed made and considered. The trouble is, they are too often upset by uncertainties of production, shipping, and shifting military and governmental needs.

WFA's Storage Program

In general, WFA's storage program has consisted of these things:

1. Getting out of cold storage the products that do not require it, and using low-temperature space only for products that require it.
2. Speeding up processing, to cut down the time processed products need remain in cold storage.
3. Preventing reservation of empty space for future needs.
4. Restricting the storage period for all commodities to 10 months.
5. Forcing removal from storage of excess stocks of frozen fruits, vegetables, and poultry.
6. Conducting a program of making space convertible from "cooler" (32°-50° F.) to "freezer" (31° and below), and vice versa.
7. Obtaining from all warehousemen semimonthly reports on their available space, and conducting information centers throughout the country to tell commodity handlers where to get space.
8. Working with warehousemen to obtain the most effective use of their space.

9. Encouraging the storage, during off seasons, of general commodities in private space which was built for seasonal storage of particular commodities.

10. Getting expansions of facilities (almost all with private funds) in areas of greatest need.

11. Maintaining regular contact with the industry through the Refrigerated Warehousing Industry Advisory Committee while developing and carrying out the program.

12. Exchanging information among Government agencies through the Inter-Agency Cold Storage Committee.

13. Collecting and releasing complete, up-to-date information on (a) space capacity, (b) space occupancy, and (c) commodity holdings.

By means of this program WFA dealt with the shortage of apple storage space in 1942, of cooler space in the summer of 1943, of freezer space last winter, and is now planning to handle the apple crop next fall.

In 1943, available storage space was sufficient--but in some cases only barely sufficient--to handle the large stocks from that year's record production of farm and food products. The critical 1942 shortage of grain storage space did not recur, and there was enough dry-storage space of all kinds.

Cold storage, though, was another matter.

Cold Storage

During the spring and summer of 1943, record quantities of many products were piled into cooler rooms. By the end of July it became necessary to issue the first wartime food order directly affecting the cold-storage industry. This order--FDO 70 (now WFO 70)--did two things. It forced out of the coolers listed commodities which could be safely stored elsewhere, in order to make space for foods that could not. And it put a stop to reservations of empty space for future use. To keep hardship on warehousemen to a minimum, WFA issued permits to store the restricted commodities only when the space was not needed at that time in that locality for other commodities.

Later in 1943 came an even more serious shortage of cold-storage space. When the record livestock slaughter began, U. S. public freezer space was already about 90 percent filled. It held 45 percent more meat than the year before, 37 percent more frozen eggs, and 35 percent more fruits and vegetables.

WFA got together with the industry and other Federal agencies. Only three approaches to the problem seemed open: (1) To get some

products out of freezers; (2) to pile more products into the space available; and (3) to create new freezer space quickly.

Things happened. Freezer holdings were examined. It appeared that the acute shortage was largely the result of private holdings--and to a smaller extent Government holdings--of frozen eggs, frozen fruits and vegetables, frozen poultry, and frozen meat. Egg-drying contracts were changed, to speed frozen eggs out of storage. Our allies were urged to take in December and January all they could of their future meat and butter requirements. Fruit preservers began processing frozen fruits ahead of other holdings. Point values were pushed down to increase consumption of frozen fruits and vegetables and of pork. Frozen meat for export was rushed directly from packer to shipside, to conserve port warehouse space.

More Food Orders

Then WFA issued two food orders (90 and 90.1) which in effect set up priorities on the use of freezer space for meat according to kind. These orders provided that if a contest for the available space should develop between (1) the more desirable cuts, such as hams and shoulders, and (2) less important products such as heads and tails, the first class should have the space. The orders also forced cured meat and lard from freezer space into cooler. As in the administration of WFO 70, WFA issued special permits where they were necessary to prevent spoilage.

A few expansions of cold-storage facilities have been made in some of the most critical areas. These locations were selected because they are best suited to back up our shipping ports or to provide for orderly commodity distribution where additional space was most needed.

The cold-storage industry, remembering its experience after the last war, is naturally reluctant to sponsor any overexpansion during this one. But the industry, like WFA, realized that the situation was such that expansion had to come, either in small commercial projects or large ones. WFA favors the larger ones because (1) they will be more economical of critical materials and (2) they fit the program better since they may be used throughout the year for *all* cold-storage commodities rather than 1 or 2 months only, as are many small private houses. Each project should be located on through railroads, with all space convertible from cooler to freezer and back again.

At the same time, public cold-storage warehousemen and other Government agencies than WFA were busy. Warehousemen piled more commodities into their freezer rooms. At WFA's request, the War Production Board assigned an AA-1 rating for conversion of cooler to freezer space, and warehousemen throughout the country expanded their freezer space. During December and January, more than 5 million cubic feet of new space was made. Net result: An additional 500 million pounds of meat was stored.

On March 1, 1944, occupancy of U. S. public cold-storage space increased in 1 month from a record 89 percent to a critical 92 percent. On March 21, WFA amended its cold-storage orders. The amendments (1) required all holders of frozen poultry, frozen and cold pack fruits and vegetables, and fruit and vegetable purees to reduce their refrigerated-storage stocks by 20 percent; (2) limited all commodities to 10 months in cold storage; and (3) added three new groups of commodities to WFA's list of restricted commodities.

The purpose of this action was to move some of the perishable commodities out of cold storage into consumer channels and so make room for the new pack of frozen fruits and vegetables, and to permit accumulation of meats, eggs, and other important perishables.

WFA-owned Stocks

Besides dealing with the whole U. S. food-storage problem, WFA owns on its own account stored stocks which, though not large when compared to privately owned stocks, are when viewed alone very large. However, these holdings play a smaller part in the tight storage situation than even their comparative size would indicate for the reason that the single ownership permits greater control in moving them to the less critical areas.

In 1943, WFA delivered under lend-lease nearly 5 million tons of agricultural and food products--including about 3 million tons to the British and about 1½ million tons to the Russians. In general, WFA's stocks (90 percent of them in public warehouses) amount to about a 2 months' supply, although the ratio of storage stocks to deliveries varies considerably among commodities.

The butter program illustrates the way these purchases are planned. Winter before last, when Government agencies had to buy butter during that season of low production, consumption was forced down. Profiting by that experience, in 1943 the agencies bought during the production peak--April 1 to September 30--all the butter they would need through March 1944. As a result, they did not have to cut into civilian stocks last winter, and civilians should have fairly even quantities throughout 1944.

This meant of course that Government stocks on October 1 would be large enough to last 6 months. Many people, misunderstanding, urged WFA to release some of its butter for civilians. Had WFA done so, it would have had to compete in the market against housewives for the off-season production of last February and March.

To make sure that warehouse stocks don't get too large, WFA is continually matching inventories against the latest estimates of needs. When stocks of a commodity are larger than requirements, WFA sells the excess back into civilian channels. Far from being a disposal of spoiled

foods--as some people have concluded--these sales actually are mere inventory reductions such as are the familiar practice in most stores.

Because food production is seasonal, often local, and depends a lot on the weather, it is impossible year in and year out to produce exactly enough of it and no more. In order to be sure there is enough during wartime, we sometimes must take a chance on there being too much. Moreover, a little too much goes a long way.

For example, look at potatoes. A year ago we were short of potatoes. But based on normal consumption we were only about 12 million bushels short--about 3 percent, that is, of the total U. S. production. On the other hand, we know that 4 percent more than actual consumption of potatoes will show up as a surplus. So the spread we have to land in, like a man leaping from an eighth-story window into a fireman's net, is pretty narrow.

Had the 1943 yield of potatoes remained at the 5-year average of 129 bushels an acre, the crop would have been handled without difficulty. But 10 bushels per acre above average has given us an estimated 33 million bushels more than we need for human consumption. And yet, had the 33 million bushels been that much less than the 5-year average, we would have had a shortage.

Unfortunately, we can't count on yields being 10 bushels better than average. To play safe, especially today, we must be sure there will be enough. If good weather gives us a crop bonus, fine; we try to make the best use of it we can. If the weather's the other way around, we still have enough--and are glad of it.

Spoilage Very Slight

Since March 1941, WFA has handled about 5 billion dollars' worth of farm and food products. Losses are inevitable--to spoilage, because most of these products are perishable, and to fire and flood, against which no insurance is carried because of the diversity of risk. Yet, to date WFA's nonrecoverable losses amount to only about one-fiftieth of 1 percent of the goods it has bought--1 dollar out of every 5,000.

To handle all this food with so little loss requires a lot of care. First, the warehouseman must be financially responsible and know how to store. Next, the warehouses are examined and approved by trained inspectors, who call back regularly. When they find any lot going out of condition, they send in commodity experts who recondition and separate it into (1) what is still good for the original purpose, (2) what is no longer suitable, and should be sold, and (3) what is no longer suitable for any purpose, and should be destroyed.

Finally, the policy of moving out old stocks first helps to minimize spoilage losses caused by age.

What is the storage outlook for the rest of 1944?

It is too early to know how successful our efforts will be to increase production of food and fiber, but certainly there will be lots of it to store. As things look now, however, we should be able to handle all the cotton, grain, tobacco, wool, vegetable oils, and package goods offered.

The problems will come in cold storage. According to the latest available figures, freezer occupancy on May 1 stood at 85 percent, down from the 92 percent of 2 months earlier, whereas cooler occupancy increased from 74 percent on March 1 to 82 percent on May 1.

Relaxation of the freezer stringency results in part at least from the orders intended to reduce stocks of frozen and cold pack fruits and vegetables and frozen poultry by 20 percent, to make room for 1944 production. Actually, reductions in holdings during the 2 months ended May 1 amounted to 30 percent for frozen and cold pack fruits and vegetables and to a whopping 41 percent for frozen poultry. The excess of actual reductions over the 20 percent called for shows how well warehousemen and food handlers have cooperated to carry out the spirit of the orders.

The 82 percent cooler occupancy of May 1 was an all-time record made possible by the cooperation of warehousemen and food handlers with WFA information centers which have been set up throughout the country for the purpose of telling handlers in what warehouses they can find the space they are seeking. As a result of this clearinghouse method, millions of cubic feet of space of the type not ordinarily used at this time of year are now filled with the large seasonal production of eggs, lard, and other products.

During the rest of 1944 both cooler and freezer space probably will be taxed to capacity--though at different seasons. Cooler space will feel the strain from now on through summer, and freezer space, only now recovering from the strain of last winter, will feel it again in the late fall and winter to come.

There will be plenty of problems, some old and some new. But the U. S. storage outlook for the rest of the year is by no means pessimistic. We have good reason to expect that with the continued effort of and cooperation between the storage industry and WFA, the problems will be solved.

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FOOD ORDERS RENAMED

Food orders, whether Food Distribution, Food Production, or Commodity Credit Orders, Food Directives or Regulations, will be known in the future as "War Food Orders." The former Food Distribution Orders will retain their respective numerical designations. The Food Production and Commodity Credit Orders now in effect have been renamed and in some cases renumbered.



A HAPPIER BIRTHDAY

. . . . By Milt Mangum

Seventy-two hours' notice. The word had just reached the procurement office. In just 72 hours a ship was leaving New York for Britain with space for an additional 210 long tons, and bomb-lashed, submarine-throttled Britain needed eggs and cheese badly. The other men in the room at the Department of Agriculture fixed their eyes on the man behind the big desk. He finished scratching figures on a pad, laid his pencil aside, took a slow, deep breath. Then he began barking orders.

Not long afterward--on May 31, 1941, to be exact--the *Egyptian Prince*, a blacked-out British freighter with faintly humming motors, ghosted along the Thames and tied up at London's Tilbury docks. Snug in her hold lay 5,983 cases of eggs and 200,258 pounds of cheese--first delivery of American lend-lease food and vanguard of some 5 million tons that have since funneled after it from American farms into British ports.

The eggs to meet this delivery had been rounded up in the Midwest, the cheese in Wisconsin. Warehousemen and railroaders strained muscles and nerves to hasten the pioneer shipment to New York. But before long, all this hubbub smoothed into routine as the ever increasing supplies of varied foods flowed into American ports on time to meet the tight schedules of convoy shipping.

The cargoes included evaporated and dried skim milk, pork and pork products, fruit and vegetable products, fats and oils, canned fish, rice and other grains, dried eggs. The War Food Administration, which now buys food for lend-lease and other programs, recently estimated that the United States furnished the United Kingdom (England, Scotland, Wales, and Northern Ireland) with about 10 percent of the value of the United Kingdom food supply in 1943--about 4 percent of total 1943 U. S. food production.

This 10 percent takes on added significance when we consider what the food did to make up British dietary lacks. Although only 2 percent of total 1943 U. S. dairy-products production went to Britain under lend-lease, to many people living there for whom it was the total supply it represented many times more than would have 2 percent of the United Kingdom total. And for some commodities--among them meat, eggs, dried

fruits, canned fish, dry beans and peas, and concentrated citrus juices--relatively small percentages of U. S. production sometimes made up more than half the British supply.

And yet, despite large food production increases at home and shipments from the United States and other countries, the United Kingdom food supply (measured in calories on a per capita basis) was 10 percent below that of the United States.

Almost as much food as the United Kingdom receives from us is lend-leased to Russia. Other shipments go to North and West Africa, Greece, Australia, New Zealand, and other countries. In 1943, approximately 12 percent of the U. S. food supply was allocated to these lend-lease countries. In 1944, U. S. shipments to them are expected to total about $11\frac{1}{2}$ percent of our supplies, with about 4 percent to Britain, $3\frac{1}{2}$ percent to Russia, and 4 percent to liberated areas and for other purposes. An additional $13\frac{1}{2}$ percent has been allocated to the U. S. armed forces and military services, leaving to U. S. civilians about 75 percent of all the food we produce.

What Kinds of Food?

The kinds of food we have shipped to Britain have been mainly those which would make up British dietary deficiencies and yet take a minimum of cargo space. Dry skim milk is such a food. Its bulk is only a fraction of that of the fluid milk from which it comes, and yet practically all the nutrients are retained with quality unimpaired. Dry skim milk has been distributed mostly to children and to expectant and nursing mothers.

U. S. dried eggs are the *only* eggs available to many a Briton. Most of Britain's supply of lard in 1943 came from us, and all her concentrated citrus juices (though these juices, which were reserved exclusively for children and nursing mothers, amounted to only 18 percent of our production). War workers in Leeds and Edinburgh and Liverpool are eating U. S. pork--while in the South Pacific, under "reverse" lend-lease, our own soldiers and sailors have been eating beef and mutton from New Zealand and Australia.

After most of Britain's food sources were cut off by war, she literally left no stone unturned to produce at home all the food she possibly could. British farmers increased the 12 million acres they normally cropped to more than 18 million, and new vegetable gardens sprouted and bore in every available plot and fence corner.

But it was not enough. U. S.-supplied food is the difference between a spare, dreary diet on which Britain can merely exist . . . and enough food for her to fight her part in the war with deadly effect.

PRICE SUPPORT EXTENDED
TO LIGHTER WEIGHT HOGS

WFA has temporarily extended the price support program to include Good to Choice butcher hogs weighing from 180 to 200 pounds. This action extends price support to light hogs in order to encourage farmers to market them later at weights not over 240 pounds, and will tend to relieve congestion which exists in many of the principal markets. Designated support price for Good to Choice butcher hogs weighing 180 to 270 pounds is \$13.75 per hundredweight at Chicago. Support prices at other markets are based on appropriate differentials.

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ICE CREAM QUOTAS RAISED

During May and June manufacturers of frozen dairy foods are being permitted to make more ice cream than during the same period last year, and richer ice cream than at any time since February 1943. Purpose is to help assure full utilization of all milk produced during the seasonal milk production peak. The action permits manufacturers to use up to 75 percent (formerly 65 percent was the maximum) of the milk solids they used in May and June 1942 respectively, and raises the maximum solids content of ice cream for these months from 22 to 24 percent.

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ESSENTIAL OILS INDUSTRY
ADVISORY COMMITTEE FORMED

An Essential Oils Industry Advisory Committee has been organized by WFA to work with Government agencies on essential oils programs. These oils, of which more than 100 exist, include spice oils, food oils, citrus oils, floral oils, and medicinal oils distilled from herbs. Most of them are imported.

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DRIED EGGS BOUGHT
ON COST-PLUS BASIS

To make certain that egg producers get support prices from dryers for the shell eggs they process, WFA now buys dried eggs from dryers on a "cost-plus" basis. Under the new purchase plan Commodity Credit Corporation, instead of Federal Surplus Commodities Corporation, buys the dried eggs for WFA from dryers at prices which will yield them returns covering (1) cost of the shell eggs, (2) cost of operation, and (3) approximately 5 cents profit a pound on powder (varying, however, with its quality).

FORTIFIED FOODS

. . . . By Bill J. Williams

When America started fortifying for victory she didn't overlook a single detail--not even a slice of bread.

Uncle Sam has quite a lot at stake in civilians' health, as well as that of our servicemen and our allies, so he's going all-out in promoting foods which contain the necessary nutrients. Some foods which have lost most of their vitamin-potency in processing are being "fortified," or enriched, with synthetic vitamins plus vitamins obtained from natural sources.

Synthetic vitamins are manufactured through chemistry and have the same formulas as the corresponding natural vitamins. Great amounts of vitamins can be produced synthetically, whereas the extraction of natural vitamins is generally more limited and expensive. The most widely used synthetic vitamins include B₁ (thiamine), B₂ (riboflavin), C (ascorbic acid), and niacin.

A, D, C

Vitamin A is obtained from fish liver oil for enrichment and pharmaceutical purposes. Carotene, a pro-vitamin A, is extracted from carrots and other green and yellow vegetables and sold as a pharmaceutical preparation. It is also used to some extent for enrichment purposes. Vitamin D for pharmaceutical and enrichment purposes is obtained either from fish liver oil or through the irradiation of ergosterol, a pro-vitamin D obtained from yeast or mold. Another pro-vitamin D is a derivative of cholesterol. Vitamin D is also produced in milk by irradiation. Practically none of the vitamin C allocated to civilians is now used for enrichment purposes. It goes into pharmaceutical preparations.

Vitamins B₁, C, and niacin are white, crystalline compounds as produced synthetically. Vitamin B₂ is a fine orange-yellow powder. Synthetic vitamins do not affect the taste of foods which they fortify.

Synthetic vitamins will play a greater role in the diets of our servicemen, civilians, and allies this year than ever before. Production in 1944 is expected to be more than double the amount produced since the U. S. entered the war. Raw materials for about 98 percent of the synthetic vitamin requirements of our allies and other friendly nations are either produced or furnished by the United States.

U. S. civilians and other claimants included in the allocation are expected to use 1½ to 2 times as many synthetic vitamins for food enrichment and pharmaceutical purposes this year as last.

Slightly more than half the over-all supply of synthetic vitamins allocated to civilians will be used to enrich food; the remainder will go into vitamin tablets and other pharmaceutical preparations. Of a total

allocation of about $2\frac{1}{2}$ million pounds of synthetic vitamins, U. S. civilians are expected to receive slightly more than 53 percent whereas 33 percent will go to our allies, liberated areas, and other friendly nations, and 14 percent to our armed forces.

Using breakfast as an example, here's how you get in on the food fortification program: Your bread, toasted or just plain, should contain the synthetic vitamins B_1 , B_2 , and niacin and iron. Since milling removes most of the natural vitamins from flour, the War Food Administration has ordered all bakery white bread to be enriched so that you'll be sure of getting part of your daily requirements of vitamins from that source.

Perhaps you like a spread of margarine or butter on your bread. The margarine is fortified with the natural vitamin A from fish liver oil. Butter contains the vitamin naturally.

Choose

You may choose a whole grain cereal or one which has been fortified with vitamin B_1 and niacin. Milk and the natural vitamin C which you get from citrus fruits and fresh vegetables should round out your vitamin diet for the first meal of the day.

An egg, cooked in any style, will give you additional amounts of natural vitamins A, B_1 , and B_2 . Bacon and ham also contain the B vitamins.

For the other two meals during the day, and also between-meals snacks, watch these foods for your vitamins: Liver, butter, milk, eggs, fruits and vegetables--vitamin A; enriched bread, yeast, whole grains, pork, liver, nuts, eggs, and legumes--vitamin B_1 ; enriched bread, liver, milk, yeast, eggs, cheese, peas, and green leafy vegetables--vitamin B_2 ; oranges, grapefruit, limes, lemons, tomatoes, raw cabbage, green peppers, and various other fruits and vegetables--vitamin C; enriched bread, yeast, lean meats, liver, and green leafy vegetables--niacin.

Vitamin A is especially important to eyesight, and a deficiency of it causes night blindness and a diseased condition of skin. It also builds resistance by keeping the lining membranes of the nose and throat in good condition. Vitamin B_1 is essential to the utilization of sugars and starches and in the cure and prevention of beriberi. Vitamin B_2 is necessary to growth and metabolism. Vitamin C prevents scurvy. Niacin is used primarily to treat and prevent pellagra, and vitamin D prevents rickets.

If your diet is restricted or should any of the vitamins be lost through improper cooking and processing, then vitamin preparations may be necessary for you--but consult a physician or nutritionist as to which vitamins you need and how many. There is little danger of getting too many vitamins; the body can use only certain maximum amounts.

Synthetic vitamins are not intended to take the place of food. Their value lies chiefly in restricted diets as supplements to other nutrients such as fats, proteins, and carbohydrates. So--don't get the idea of swallowing vitamin pills when you don't want to take time to eat.

WFO 34 (GLYCERIN) REVOKED

Because supplies of glycerin are adequate to meet current needs, WFA has revoked WFO 34, which regulated glycerin use up to the suspension of use limitations on April 1, 1944, and since that date has required monthly reports from producers, refiners, distributors, and users.

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WFA RELEASES MORE
DRIED PRUNES TO CIVILIANS

West Coast packers have been authorized by WFA to release an additional 12 million pounds of dried prunes from their 1943 production for sale to civilians through regular trade channels. The prunes are a part of supplies which packers are required to set aside for Government use under WFO 16. The release brings to a total of 248 million pounds the prunes which have been released to civilians from the 1943 pack.

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ROLLER DRIED MILK
PURCHASES REDUCED

Beginning May 1, WFA reduced the set-aside percentage on roller dried skim milk from 75 percent to 50 percent of monthly production. Government stocks of this product, in relation to war needs, are now sufficient to permit movement of a larger percentage of it into U. S. civilian use.

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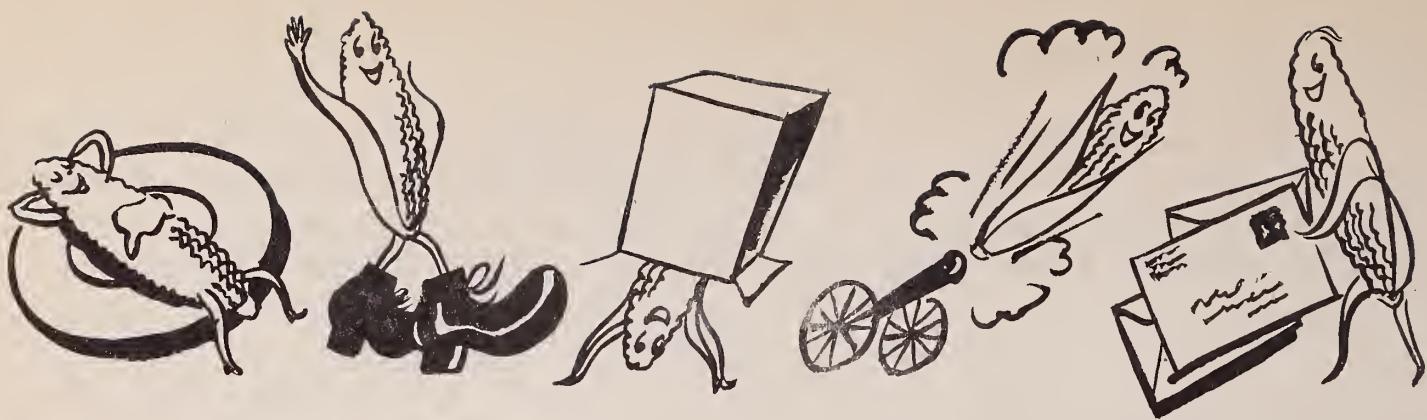
RICE SET-ASIDE SUSPENDED

WFA has removed all set-aside requirements (under WFO 10) on brown and milled rice for the period May 15 through July 31, 1944, making the entire production during the period available to U. S. civilians and for completion of U. S. commitments to Cuba.

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WFO 42 (FATS AND
OILS) AMENDED

WFA has increased from 60 to 70 percent the fats and oils quota for the manufacture of such products as paints, varnishes, coated fabrics, and linoleums, and has authorized an exemption from quota restrictions of the oil content of finished products purchased from the Army, Navy, and other exempt agencies. The quota is based on an average use in 1940 and 1941.



VERSATILE CORN

. . . . By Emmett Snellgrove

Pick up an ordinary kernel of corn and examine it closely. If you are an average American, you probably have thought of it mostly in terms of meal and grits--and pig feed.

That's a bit old-fashioned now, because science has developed corn into one of our most important weapons of industrial warfare. Industry is depending on it to make such wartime indispensables as explosives, penicillin, sulfa drugs, surgical dressings, adhesives, and scores of other products for our fighting men.

Corn is going directly to the world's battlefronts also in clothing and shoes, printing inks, stationery, rubber, asbestos, structural installation board, gypsum board; in vitamin C and riboflavin, shipping containers of all kinds, and fibrous glass cloth.

Food Orders

Recently, corn refineries have found it most difficult to get enough of these vital products and materials to meet war production schedules. As a result, in March the War Food Administration issued Food Distribution Order 96.1, which required operators of country and terminal grain elevators in certain midwestern counties to set aside a percentage of their corn receipts for sale to designated purchasers.

In April, this order was suspended and WFA, under War Food Order 98, restricted the sale of corn from farms and elevators in designated areas to its Commodity Credit Corporation. The restrictions apply to 125 surplus-corn-producing counties in Nebraska, Iowa, Minnesota, Illinois, and Indiana for 60 days beginning April 25, unless enough supplies are obtained meanwhile.

Corn receipts at primary markets dropped from a January high of 10 million bushels a week to a low in late March of $2\frac{1}{2}$ million bushels a

week. This drastic decline occurred in spite of a record corn production which exceeded the 3 billion bushels produced in 1943.

If the Nation's refineries are going to keep factories supplied with enough cornstarch, sirup, and dextrin to make critical materials, they must get corn from the elevators. And if the elevators are to get it, they must get it from the farms.

This master of our Nation's agricultural industry is in the war production line at home, too. It is present in starches necessary as core binder for use in producing copper, aluminum, magnesium, bronze castings and forgings, brass, steel, and iron; as a fiber in the conversion of bauxite to alumina; and as a flotation reagent in magnesium production. As a mold for engines, corn makes fine castings which can be machined in less time, with less labor and metal than inferior castings require.

Industrially, shelled corn is only the starting material. A bushel of it (56 pounds) will produce 33 pounds of cornstarch, the basic product for all corn's industrial uses. That quantity of starch, treated chemically, will produce 37 pounds of corn sirup or 25 pounds of dextrin.

Cotton Textiles the No. 1 Wartime User

The cotton textile industry is the greatest wartime consumer of starch, using more than 250 million pounds annually in the weaving and finishing of fabrics. It makes kinky threads easier to handle.

Ranking second as a starch consumer are home and industrial laundries, and third is the paper industry, which consumes it in finishing many kinds of paper, paper boxes, and boxboard, and in the V-boxes which are used widely in overseas shipments to our boys in service.

Dextrin is used in the making of molds for castings, wood veneer glue, labels, stamps, and envelopes. Most of the corn sirup is used in edible products such as confections, bakery goods, beer, ale, jams, and jellies.

Fifty years ago, the manufacture of meal, grits, corn flour, and corn breakfast foods consumed about 200 million bushels of corn annually, but from 1909 onward the demand for such products declined considerably, the corn requirement reaching a low in 1933 of 40 million bushels. The 1943 requirement, however, was 65 million bushels.

Thus, food uses have lost to industrial uses their former position as the greatest commercial outlet for corn. But pigs and other livestock still get most of the U. S. production--about 3 billion bushels of our 3,454-million-bushel 1943 supply.

ACTION IN FRUITS AND VEGETABLES

. . . . By E. A. Meyer

At the art gallery you will find the fruit and vegetable picture hanging near the one depicting the dead pheasant, and both of them labeled "still life." The apple and the squash painted on the canvas are in warm, glowing color, but you observe, after a glance at the lively battle piece on one side and the sketch of a crouching, taut-muscled panther on the other, that there isn't much going on in the fruit and vegetable picture.

Not many months ago a picture of the fruit and vegetable marketing situation might also have been labeled "still life." There really was plenty happening, of course, as always in the hustle and bustle of business, but mostly it was routine, each day being little more than a repetition of the week or the year before.

Today is something else again. The fruit and vegetable picture is, comparatively, an action shot.

Crop Outlook Good

Despite late-freeze peach damage, prospects are good for a large U. S. fruit crop this spring and summer, with considerably more peaches, apricots, cherries, and apples than the rather disappointing production of last year.

Last winter's vegetable crop set a record. This spring's vegetable crop looks like another. Commercial production of spring vegetables will probably rise 15 percent above that of 1943, and 12 percent above the 1933-42 average.

So far, so good. But . . .

But the demand for fruits and vegetables has been increasing too--oftentimes faster than production. In the 1944-45 crop year U. S. civilians will require about the same amounts of fresh and processed vegetables as in 1943-44, but civilians requirements call for an increase of more than 20 percent in both fresh and processed deciduous fruits and berries.

Requirements of our military and war services this year over last for canned vegetables have increased 59 percent, and for canned fruit nearly 73 percent. Dehydrated vegetable and soup requirements are up 40 percent.

Because in wartime we need more fruits and vegetables than we are able to get (the same as is true for many other commodities), there was from the war's outset a growing need for distribution controls, incentives

to growers, and cooperation between Government and the industry. Let's see what the War Food Administration has done to fill these needs.

To control distribution of what we had available into the most essential war uses, WFA set up the Food Distribution Orders (now called War Food Orders). Today, fruit and vegetable distribution is controlled directly by 20 orders and indirectly by 2 others.

Here, in terms of their aim, are five types of these food orders with an example or two of a commodity which is controlled by each type:

1. To "set aside" *total* production of a commodity for Government war purposes. (Dried fruits.)
2. To channel a commodity into a specified war use by means of a shipping permit system. (Onions and potatoes during the past year.)
3. To force movement of commodities to processors by restricting their shipment for other purposes. (Clingstone peaches and apples last summer.)
4. To set aside for Government use a *specified portion* of the supply of a commodity. (Canned foods.)
5. To restrict or prohibit use of certain byproducts. (Restriction on manufacture of an alcoholic product from 23 varieties of fruits and berries.)

Incentives and Cooperation

To encourage production and assure fair returns to growers, WFA has announced support price programs for many fresh vegetables and most processed fruits and vegetables. Soon to be announced, we expect, is a support price program for frozen vegetables and vegetables for freezing.

Although there will be no support prices for 1944-crop vegetables grown for the fresh market, WFA nevertheless will encourage the movement of growers' fresh vegetables through normal channels by (1) diverting temporary fresh vegetable excesses into processing channels and (2) buying for distribution through Government outlets.

To help it solve distribution problems and set up controls which will do the most good and the least harm to the fruit and vegetable trade, WFA has appointed several industry advisory committees.

An over-all fruit committee, an over-all vegetable committee, and individual commodity committees are examples. There are also committees to represent growers, shippers, and processors of snap beans, tomatoes, corn, peas, spinach and leafy greens, peaches, pears, plums, cherries, grapes, citrus fruits and juices, and apples. There are committees of

pickle manufacturers, preservers, dehydrators, canners, raisin producers, and others; and there are groups to represent growers, shippers, and distributors in local areas.

We face serious fruit and vegetable marketing problems. Trucks and tires are short. So are ice, refrigerator cars, storage space (both refrigerated and dry), and certain machinery and equipment.

One very troublesome shortage is in wooden containers. Lumber production in 1943 for all purposes was only 95 percent of 1940 production, yet in 1943 lumber requirements were up some 116 percent from 1940.

As a result, fresh fruit and vegetable producers will have to get along in 1944 on somewhat less than the new container production of 1943, and on considerably less than that of 1942. Moreover, their 1943 production of fruits and vegetables was at least 10 percent smaller than the 1942, whereas their 1944 production probably will equal or exceed their record 1942 crop.

Other Shortages

The paper container situation is almost as bad, though this may improve during the season. Fortunately, there probably will be enough tin and glass to pack the 1944 crop of canning fruits and vegetables.

A shortage perhaps even more critical than that of wooden containers is the ever increasing one of manpower. Fruit and vegetable growers and marketers will feel its pinch at every step of their operations. Processing, for example, is seasonal, and processors now find it very hard to keep enough trained labor to operate at capacity.

These are the programs and problems in the fruit and vegetable marketing picture today. The programs haven't solved all the problems--and if they did, other problems would rise in their places. There is still a big, continuing, duration job to be done.

But growers, processors, distributors, and WFA are working on it.

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RESTRICTIONS LIFTED ON LARD, RENDERED PORK FAT

WFA has removed restrictions, set up under WFO 42, on the use of lard and rendered pork fat purchased and delivered during the period May 15 through June 30 for the manufacture of soap and edible finished products such as margarine and shortening. A manufacturer may use for soap-making the lard and rendered pork fat he buys and receives during the specified period without regard to quotas.

ABOUT MARKETING:

The following reports and publications, issued recently, may be obtained upon request. To order, check on this page the publications desired, detach, and mail to the Office of Distribution, War Food Administration, Washington 25, D. C.

Addresses

1944 Outlook for Canning. May 25, 1944. 6pp. (processed)
. By Lee Marshall

Looking Ahead in Food Distribution. May 21, 1944. 4pp. (processed)
. By Dan A. West

Federal-State Relations. April 25, 1944. 4pp. (processed)
. By S. R. Newell

Appraising the Current Milk Problem. May 9, 1944. 7pp. (processed)
. By Tom G. Stitts

War Food Buying. May 4, 1944. 4pp. (processed)
. By Lee Marshall

Wartime Marketing. April 25, 1944. 7pp. (processed)
. By Lee Marshall

How Well Are Civilian Food Needs Being Met. May 23, 1944. 15pp.
(processed) By R. C. Sherwood

The Coordination of Federal and State Industrial Nutrition Programs.
May 9, 1944. 4pp. (processed) By Robert S. Goodhart

Reports

Results of Fiber and Spinning Tests of Some Cottons Grown in the
Mid-South Area, Crop of 1943. May 1944. 9pp. (processed)

United States Standards for Milled Rice. April 1944. 17pp. (processed)

Background Statement on Shipping Container Situation. May 1944.
3pp. (processed)

Farm Production, Farm Disposition, and Value of Principal Crops,
by States, 1942-43. (Bureau of Agricultural Economics) May 1944.
62pp. (processed)

Meat Animals, Farm Production and Income, 1942-43. (Bureau of
Agricultural Economics) April 29, 1944. 20pp. (processed)

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